



## **Amazon.co.uk encourages Internet first-timers with Input/Output Centre scheme**

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Amazon.co.uk, the UK's leading Internet bookstore, has teamed up with Input/Output Centres, a network of public drop-in access centres, to give new visitors to the centres an opportunity to trial shopping online.

Each visitor will be given a £5.00 gift certificate that can be used towards the purchase of any book ordered from the Amazon.co.uk website ([www.amazon.co.uk](http://www.amazon.co.uk)). The initiative, which is expected to run until the end of July 2000, gives consumers the opportunity to buy books through a public library for the first time.

Launched in 1995, Input/Output Centres ([www.iocentre.co.uk](http://www.iocentre.co.uk)) are now established as the leading operators of public drop in access centres. The centres offer a range of services including computers, high speed Internet access and computer training. Currently based in 13 public libraries throughout the country, the centres are at the heart of the community, allowing flexible access and learning for all.

This promotion is one of several that Amazon.co.uk has undertaken to encourage Internet usage. Surfers using the £5.00 gift certificate on the Amazon.co.uk website will be able to select from over 1.5 million book titles and take advantage of saving up to 50% on a huge range of books.

"The Internet is a hugely exciting phenomenon for many people, and even though the UK is the fastest growing country in Europe in terms of Internet usage, some of us still do not have the equipment or necessary training to get online at home or in the office. We're excited to be working with an organisation like Input/Output Centres, which allows people Internet access from local public buildings with qualified trainers on hand to offer advice. We're delighted to be the first store to offer book-lovers the opportunity to buy from a huge range of titles from a public library," commented Judith Catton, PR Manager for Amazon.co.uk.

James Golfar, Director of Input/Output Centres said "It's great news for Input/ Output Centres to be able to link up with the leading player on the Internet. We hope that this promotion will encourage people who are unfamiliar with the Internet to go online and have a positive experience exploring the many options that both the world wide web and Amazon.co.uk have to offer."

### **For more information about Amazon.co.uk, please contact:**

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### **About Amazon.com**

Amazon.com, Inc. (NASDAQ: AMZN), the Internet's No. 1 music, No. 1 video, and No. 1 book retailer, opened its virtual doors on the World Wide Web in July 1995 and today offers Earth's Biggest Selection™ with free electronic greeting cards, online auctions, and more than 4.7 million book, music-CD, video, DVD, and computer-game titles. Amazon.com seeks to be the world's most customer-centric company, where people can find and discover anything they may want to buy online. As part of its efforts to provide the best shopping experience for customers, Amazon.com provides secure credit card payment, personalized recommendations, streamlined ordering through 1-ClickSM technology, and hassle-free auction bidding with Bid-ClickSM. Amazon.com operates two international Web sites: [www.amazon.co.uk](http://www.amazon.co.uk) in the United Kingdom and [www.amazon.de](http://www.amazon.de) in Germany. Amazon.com also operates

PlanetAll ([www.planetall.com](http://www.planetall.com)), a Web-based address book, calendar, and reminder service. It also operates the Internet Movie Database ([www.imdb.com](http://www.imdb.com)), the Web's comprehensive and authoritative source of information on more than 150,000 movies and entertainment programs and 500,000 cast and crew members dating from the birth of film in 1892 to the present. Amazon.com also operates LiveBid.com ([www.livebid.com](http://www.livebid.com)), the sole provider of live-event auctions on the Internet.

In addition, Amazon.com has invested in leading Internet retailers that are improving the lives of customers by making shopping easier and more convenient: drugstore.com, a complete online provider of health, beauty, wellness, and prescription-drug products, at [www.drugstore.com](http://www.drugstore.com); Pets.com, the largest pet-supply company on the Internet and a valuable source of free information for pet owners, at [www.pets.com](http://www.pets.com); HomeGrocer.com, the first fully integrated Internet grocery-shopping and home-delivery service, with operations in Seattle and Portland, Oregon, at [www.homegrocer.com](http://www.homegrocer.com). This announcement contains forward-looking statements that involve risks and uncertainties that include, among others, Amazon.com's limited operating history, anticipated losses, unpredictability of future revenues, potential fluctuations in quarterly operating results, seasonality, consumer trends, competition, risks of system interruption, management of potential growth, risks related to auction services, and risks of new business areas, international expansion, business combinations, and strategic alliances. More information about factors that potentially could affect Amazon.com's financial results is included in Amazon.com's filings with the Securities and Exchange Commission, including its Annual Report on Form 10-K for the year ended December 31, 1998 and Quarterly Report on Form 10-Q for the quarter ended March 31, 1999.

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